

# Legacy & In-Memory Fundraising Conference

Sept 25th 2025  
12 – 4pm BST



## ROOM 1

WELCOME 12:00

12:10 Year in Wills report: trends and insights – Farewill

12:45 Getting started with legacy fundraising

13:15 B R E A K

13:30 Managing the uncertainty of legacy and in-memory income

14:05 Policy and compliance: future focus, what do we need to know to plan

14:40 B R E A K

14:50 Legacy conversations for non-legacy fundraisers

15:25 Digital and legacies

15:55 C L O S I N G T H O U G H T S

LIVE & ON DEMAND

# Legacy & In-Memory Fundraising Conference

Sept 25th 2025  
12 – 4pm BST

## ROOM 2

WELCOME 12:00

12:10

**\*IN ROOM 1\***

Creating meaningful in-memory experiences

12:45

The in-memory to legacy journey

13:15

B R E A K

13:30

Handling relationships and conversations with empathy

14:05

Reaching new legacy audiences: insights and data  
– Katie Wimpenny, Octopus Legacy

14:40

B R E A K

14:50

Reporting impact with sensitivity

15:25

Funeral director partnerships: best practice

15:55

C L O S I N G   T H O U G H T S

## LIVE & ON DEMAND